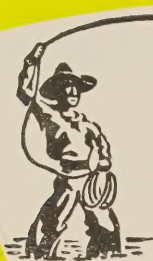


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=1954=



Norron's

NURSERY and FLOWER SHOP

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Phone: 8-6601

PHOENIX, ARIZONA

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U. S. Department of Agriculture



Climbing Roses...for cottage or mansion

Choicest Roses for the



FRED HOWARD
Top All-America
winner for 1952
(Pat. 1006)

HELEN TRAUBEL

(P.A.F.) Another brand new rose for you, and an All-America Rose Selections winner for 1952. Magnificent buds and flowers of a color varying with the weather from light pink to luminous apricot. Large, vigorous plants, fine foliage, and blooms all season. Each \$2.75

LOWELL THOMAS

(Pat. No. 595) Very double, high centered flowers in a lasting canary yellow. Large, long-pointed buds. Vigorous, compact bush with upright habit and leathery foliage. An All-America winner, with a slight but sweet fragrance. Easy to grow. Each \$2.00

MIRANDY

(Pat. No. 632) All-America winner. Dark red, perfect flowers of great size and quality, thriving in sunshine and warm weather. The richest, most delicious fragrance imaginable. Fine, dark green foliage. Each \$1.50

CAPISTRANO

(Pat. No. 922) All-America Rose Selection winner for 1950. This lovely pink rose has large, long buds which open to a uniform, bright rose-pink. The color stays clear and unfading through the entire life of the flower. Mildly fragrant.

Each \$2.25

CHARLOTTE ARMSTRONG

(Pat. No. 455) All-America winner, and a rose of great popularity in all parts of the country. Long, slender, cerise buds with large, high-centered, vivid flowers. Extremely vigorous and hardy plants. A thoroughly reliable rose. Each \$2.00



CHARLOTTE ARMSTRONG (Pat. 455)

CRIMSON GLORY

(Pat. No. 105) Richly fragrant, velvety crimson flowers with a dark maroon or black sheen. A beautifully modeled bloom, reaching its greatest glory in the fall. Plants are vigorous, low, and spreading. Each \$1.75

ECLIPSE

(Pat. No. 172) In addition to its clean, clear yellow color, this rose has the distinction of having perhaps the most attractive buds in the garden. They are often over 2 inches long, and are beautifully streamlined, with ornamental sepals. Each \$1.75

FORTY-NINER

(Pat. No. 792) An All-America winner of great merit. This strongly bi-colored rose is vivid red on the inside of the petals, and chrome or straw yellow on the outside. Each \$1.75

FRED HOWARD

(Pat. No. 1006) This is a brand new rose this year, and one well worth your attention. It has been awarded the top honors in the All-America Selections. The plants are husky and healthy in the best modern style, with disease resistant foliage and good growing habits. The flowers are of excellent size and form, and as you can see by the illustration above, they combine that attractive pink petal-edge so much admired in Peace rose, with a much stronger and brighter yellow. The yellow of Fred Howard is an all-season proposition, giving you fine color even in hot weather. You'll particularly like the habit of steady blooming rather than irregular spurts. Each \$2.75

HEART'S DESIRE

(Pat. No. 501) A fine red rose that is sun-proof, prolific, and richly fragrant. These qualities won it an All-America top place in the competition of 1942, and have kept it popular ever since. Each \$1.75

Roses are available as bare-root plants from the latter part of December until about the 10th of March. Prices in this catalog are for these bare-root plants. We also have roses growing in containers at slightly higher prices. Roses in containers are available the year around, although seldom in as complete a selection as during the bare-root season.

We urge you to make your selection of varieties just as soon as possible to avoid the disappointment of having the one you wanted sold out until a new crop can be grown.



HELEN
TRAUBEL
1952 Winner
(P.A.F.)

Valley of the Sun

MISSION BELLS

(Pat. No. 923) All-America winner in 1950. A beautiful deep salmon pink opening to a clear shrimp pink color. Vigorous, heavily branched plants with coppery green foliage and very few thorns. Free blooming, with a pleasant tea fragrance. Each \$2.25

NEW YORKER

(Pat. No. 823) A vigorous, tall growing rose of the reddest red in your garden. The flowers delightfully fragrant, long lasting, and heavy textured. Up to 6½ inches across, the blooms are non-fading in hot weather. Each \$2.00

NOCTURNE

(Pat. No. 713) All-America Rose Selections winner. There's not much doubt that the exceedingly long, perfectly shaped buds are the finest of any red rose. Nocturne is bright cardinal red with darker shadings of crimson. Stems are long and stout.

Each \$1.75

PEACE

(Pat. No. 591) All-America winner, and the most popular rose in America. Giant flowers, passing through a vast series of colors from golden buds to canary yellow open flowers, and then a steady succession of shades cream, white, and apple blossom. Truly magnificent.

Each \$2.50

SAN FERNANDO

(Pat. No. 785) Long, well formed buds open to fragrant, glowing red flowers. Dark, leathery foliage. Holds both its intense color and fragrance very well. An All-America winner in 1948.

Each \$1.75



HEART'S DESIRE
(Pat. 501)



SUTTER'S GOLD (Pat. 885)

One of the things that makes roses so popular all over the world is the fact that they are really very easy to grow. To tell the truth, one of the dangers that roses have to brave is over-kindness. This is particularly true in respect to fertilizer when the plants are first set out. Don't fertilize **at all** when you first plant your bushes.

The thing your roses will appreciate most is regular watering, and by watering, we mean soaking, not sprinkling. Fertilizer may be given at regular intervals and in small amounts after the bushes become established.

For more cultural help, please turn to page 13.

SUTTER'S GOLD

(Pat. No. 885) All-America winner in 1950, as well as a winner in competitions in France and Switzerland. This new and meritorious rose has a long yellow bud, and the open flower is yellow, marked with orange and red. The over-all effect is just pure gold. You will find the plants have leathery, glossy green leaves which are highly resistant to disease. The flower has a rich tea fragrance not found in any other yellow rose. Each \$2.25

TALLYHO

(Pat. No. 828) All-America winner in 1949, and a bi-color, although both shades are pink. This leads to some of the most delicate and interesting graduations in color, with the inner sides Tyrian rose to phlox pink, and the outer sides from crimson to cardinal red. The over-all effect is pink, but a very lively and exciting pink. The plants are among the largest in the garden. The flowers are spicily fragrant.

Each \$2.00

TEXAS CENTENNIAL

(Pat. No. 162) Now this is one of the most vigorous of all the roses you will have in your garden. The plants not only grow four feet tall, but they put on a bushy, spreading growth to equal their height. The flowers are a bright, glowing carmine-red, of the same fine form and texture as President Herbert Hoover, which is its parent. Lots and lots of blooms on astonishingly long stems. You'll like this one!

Each \$1.50

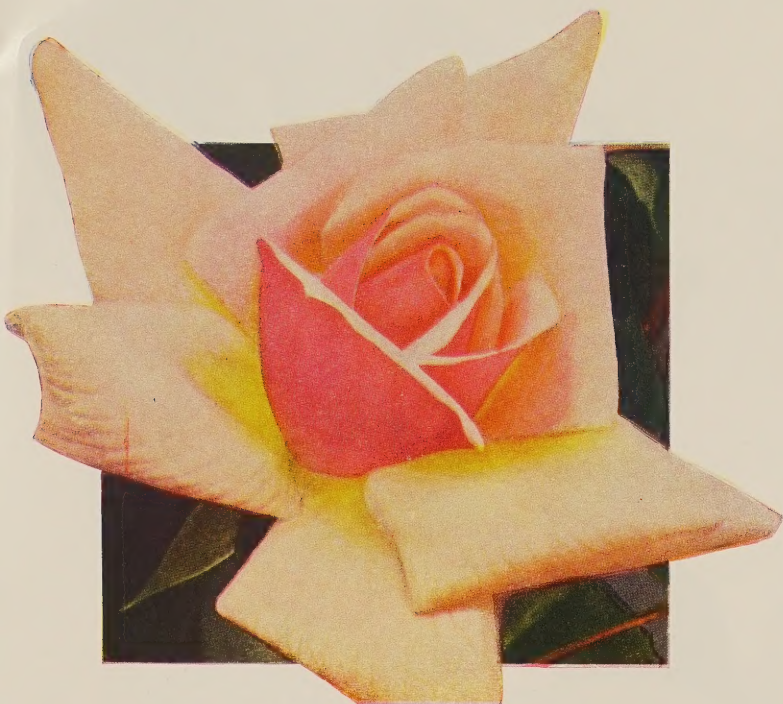
WILL ROGERS

(Pat. No. 256) This is the darkest red of all our patented roses—a velvety crimson-maroon. You'll be enthralled by its depth of color, and will forgive its tendency to "blue" a bit during the hottest weather. The rich attar of roses fragrance fills a room when a bouquet is cut, delighting the senses in every way. Strongly double flowers, with ruffled petals. Vigorous plants, with dark green foliage.

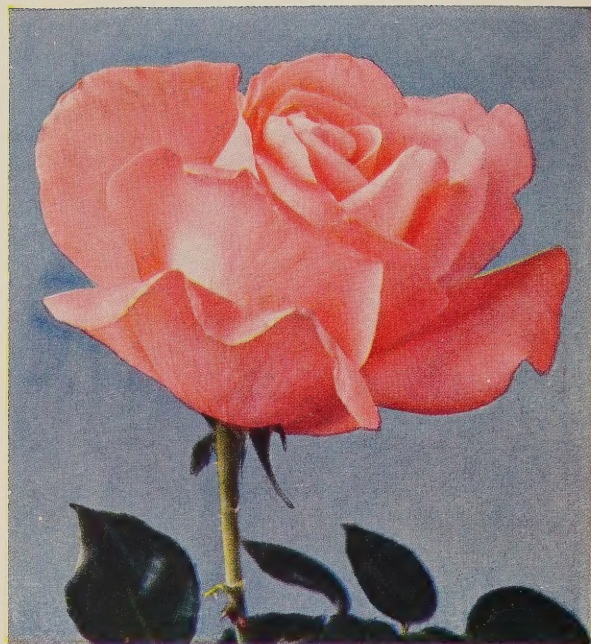
Each \$1.50



NOCTURNE
(Pat. 713)



COUNTESS VANDAL



THE DOCTOR

Old Favorite BUSH ROSES

All varieties described below: \$1.25 each

AUTUMN—Burnt orange and gold, streaked with red. Glossy foliage. Full of the flash of autumn colors.

CALEDONIA—Very double flowers with beautiful, high centers, and pure white petals.

CHRISTOPHER STONE—One of the most popular of all red roses, this fine old variety combines a bright scarlet-crimson color with an alluring damask fragrance. Very free blooming. See back cover.

CONDESA DE SASTAGO—You'll single this out for special attention. Petals are a dazzling shade of vermilion red on the top, and a startlingly contrasting yellow underneath. Fragrant.

COUNTESS VANDAL—Long, pointed buds of coppery bronze and soft gold, opening to exquisitely formed flowers of a brilliant pink shaded with salmon. Illustrated above.

DAINTY BESS—The favorite single rose, with just 5 petals, opening to a soft pink flower with bright red stamens.

DUESA DE PENARANDA—Large, double, fragrant blooms of coppery orange-apricot. Strong bushes.

EDITOR McFARLAND—A pink rose of deep color, with a hint of amber. Long stems, fine fragrance, and strong, upright growth.

E. G. HILL—Deep red flowers with a pleasing fragrance. Blooms are scarlet when young, deepening to crimson with maturity.

Etoile de Hollande—One of the favorite red roses of all time. A fragrant, non-fading, brilliant crimson flower with a heavy fragrance. Abundant bloom on vigorous, 3-foot plants.

FRAU KARL DRUSCHKI—A hybrid perpetual rose, which means that the bush is unusually tall and vigorous, growing 4 to 5 feet high. The blooms are pure white and generously produced.

GOLDEN RAPTURE—Beautifully formed flowers, with long, pointed buds and very bright yellow petals. Mild fragrance.

HADLEY—Richly fragrant flowers on long stems. The color is a dazzling crimson scarlet with a velvety texture. Fine form and excellent blooming habit.

J. OTTO THILLOW—Clear rose-pink flowers of very good size and with many petals. Keeps well when cut.

KAISERIN AUGUSTE VIKTORIA—A real old-timer, introduced in 1891, and still one of the best ivory white roses. Large and double.

LOS ANGELES—Flame pink toned with luminous coral and gold. The progenitor of several fine varieties.

LULU—A single rose of grace and beauty, with beautifully formed, spiral buds and lovely coral-apricot open flowers. 2 feet tall.

McGREDY'S IVORY—Now this is a really fine white rose, tinged with faintest pink flush. It is both large and fragrant.

McGREDY'S YELLOW—A soft, buttercup yellow which is at its very finest in the spring and fall cool weather.

MRS. E. P. THOM—Slender yellow buds and large, well-shaped blooms of bright canary yellow, deepest in the center. Prolific.

NIGHT—As the name implies, this is a very dark red rose. It is double, fragrant, and at its best in cool weather.

PICTURE—One of the most popular of the pink roses because of the warmth of its color. This peculiar and effective glowing undertone is salmon or orange, but the rose is definitely a pink.

PRESIDENT HERBERT HOOVER—One of the best multi-color roses ever grown, this fragrant beauty combines shades of cerise, pink, flame, scarlet and yellow in a single flower. Bushes 5 to 6 feet tall.

RED RADIANCE—Cerise-red blooms with fine fragrance and unusual dependability. A long-time favorite.

SISTER THERESE—Long, pointed buds of chrome yellow heavily marked with carmine. Open flowers are a rich daffodil yellow.

TALISMAN—World famous orange-scarlet and golden-yellow flowers of fine fragrance and form. Vividly colored.

THE DOCTOR—The biggest flower in rosedom, and a lovely pink color, besides. The plants are not large, and welcome some extra fertility. The gigantic blooms are exquisitely fragrant. Perfect form.

Floribunda ROSES

The virtues of floribundas are quite impressive. You can expect a tremendous display of flowers, with the bushes often so heavily loaded they seem to be all flowers and no foliage. They bloom all season long; they are relatively free of foliage diseases; they make marvelous hedge rows or foreground plantings for the taller hybrid teas. Plant only 1½ feet apart.

CECILE BRUNNER

The Sweetheart Rose. One of the favorite roses of all the world, this exquisite double, perfectly formed, rosy pink, small flower was created in 1880, one of the very first of the truly everblooming polyantha roses. Mildly fragrant. Blooms are in large clusters; makes a perfect low growing border. Each \$1.25

CHATILLON

Low growing, spreading bushes producing extremely long lasting bright pink blooms, in fine clusters. Hardy. Each \$1.25

FOLKESTONE

Another good hedge rose, this one with bright red, single flowers, in impressive clusters. Each \$1.25

GOLDILOCKS

(Pat. No. 672) The best yellow floribunda, with 2½-inch flowers in clusters of 5 to 10 on each spray. Plants grow 2½ feet tall, bear a continuous crop of flowers, and are trouble-free so far as foliage ills are concerned. The yellow is of a bright, buttercup tone, quieting down as the flowers mature. Each \$1.50

PINKIE

(Pat. No. 712) An All-America Rose Selections winner in 1947, this double, pink rose gains half its charm from the very fact of its smallness. The tiny blooms are perfect in form, spicily fragrant, and continuously produced. We advise close planting for the very best effect. Grows about 2 feet high. Each \$1.75

PINOCCHIO

(Pat. No. 484) Rich salmon buds with just a hint of yellow at the base, opening to soft, clear pink blooms of the same fine form as hybrid tea roses, but only about 1½ inches across. Plants grow 2 feet tall and bear their blooms in heavy clusters. The display is constant all through the season. Each \$1.50

Tree ROSES

For certain locations and purposes there is no plant to equal the formal and beautiful tree rose. A number of the most popular bush roses have been grafted on trunks or "standards" so that your favorite flower may very well be available in tree form as well as in the familiar bush. Ask us about available varieties.



PINOCCHIO (Pat. 484)

Climbing ROSES

Patented Varieties

CL. CRIMSON GLORY (Pat. No. 736)—High-centered crimson roses with excellent fragrance. Beautiful. Each \$2.00

CL. HEART'S DESIRE (Pat. No. 663)—One of the finest crimson climbers, with a wealth of fragrant flowers. Each \$1.75

HIGH NOON (Pat. No. 704)—A pillar rose growing about 8 feet tall. Excellent, medium sized bright yellow flowers. Each \$2.00

CL. MRS. SAM MCGREDY (Pat. No. 394)—Rich, coppery orange flowers on vigorous, luxuriant plants. Each \$1.75

CL. PEACE (Pat. No. 932)—This most famous of all modern roses now available in climbing form. Each \$2.50

CL. TEXAS CENTENNIAL (Pat. No. 565)—Brick red buds, opening to luscious carmine-red flowers. Big. Each \$1.75

Non-patented Varieties: Each \$1.25

BELLE OF PORTUGAL—Exceedingly robust, tall plants with tremendous salmon-pink flowers. Earliest climber to bloom.

BLAZE—Cluster-flowered scarlet climber. 10 to 15 feet tall.

CL. CALEDONIA—Pure white, and a nice companion to red varieties.

CL. CECILE BRUNNER—The Sweetheart Rose. Salmon-pink.

CL. COUNTESS VANDAL—Elegant coppery bronze, gold and pink.

CL. DAINTY BESS—Single pink flowers in profusion.

CL. ETOILE DE HOLLANDE—Fragrant, bright crimson blooms.

CL. HADLEY—Velvety red flowers. Prolific.

CL. K. A. VIKTORIA—Quantities of pure ivory-white flowers.

CL. LOS ANGELES—Flame pink shaded coral and gold.

CL. MRS. E. P. THOM—Everblooming canary-yellow.

PAUL'S SCARLET—Brilliant scarlet semi-double.

CL. PRESIDENT HOOVER—Multi-colored pink yellow and buff.

CL. TALISMAN—Rose and gold favorite.

PAUL'S
SCARLET
CLIMBER



Flowering Shrubs for



BOTTLEBRUSH

ROSE OF SHARON

(*Althea syriacus*) The shrubs grow to a height of 10 feet and bloom freely from spring until fall. Available in both single and double flowered forms, and in several colors, including lavender, pink, red and white.

Gal. 90c

ASPARAGUS FERNS

Perennial plants of two species, both of which are excellent for "greens" in cut flower arrangements as well as attractive in themselves with their feathery foliage.

Asparagus plumosus—Bright green, needle-like foliage with the appearance of a true fern. Tiny white flowers followed by purple-black berries. Decorative. Upright.

Gal. 90c

Asparagus sprengeri—Branches up to 6 feet long, of lovely, feathery appearance. Makes a fine subject for hanging baskets or window boxes, or may be supported as a vine. Red berries.

Gal. 90c

SHRIMP PLANT

(*Beloperone tomentosa*) Seldom is a name so perfectly descriptive as the one applied to this plant, for the blooms, which appear most all year around, look just like shrimp hanging on the ends of the branches. Shrubs grow about 2½ to 3 feet tall and appreciate an east exposure, if you can supply it. Blooms, with their coppery bronze plates and creamy white underparts, make fine cut flowers.

Gal. 85c

JAPANESE BOXWOOD

(*Buxus japonica*) This is the ideal evergreen hedge plant, with just one condition—it must have shade. Small, round, shiny leaves are set close together to make a dense shrub which needs shearing very rarely to keep it trim and neat. Plants grow to a height which makes perfect 2 to 3-foot hedges. Free from insect pests or diseases.

Gal. 90c, 5-gal. trimmed specimens \$3.50 up

BOTTLEBRUSH

(*Callistemon viminalis*) One of the most spectacular shrubs you have ever seen, with blinding red stamens protruding from the flowers in a typical bottlebrush form. The illustration above tells the story. Plants grow fine in full sun and reach a height of about 6 to 8 feet. Resists drouth, and is fast growing. Blooms in the spring and summer.

Gal. \$1.00, 5-gal. \$3.50

CASSIA

The cassias are matchless heat and drouth resisters, and may be expected to do well even when neglected for long periods.

Feathery Cassia (*Cassia artemisioides*)—A medium sized shrub of rounded form and with feathery, silvery gray foliage. A native of the dry regions of Australia, it blooms in December or January here, covering itself with fragrant, bright yellow flowers. Will stand almost desert conditions.

Gal. 95c, 5-gal. \$3.75

Pampas Cassia (*Cassia corymbosa*)—A good deal larger species, from Argentina, with dark green foliage and many yellow flowers from spring to fall. Plants grow up to 10 feet tall. Stands both the heat and cold of our area.

Gal. 95c, 5-gal. \$3.75

HINDU LAUREL

(*Cocculus laurifolius*) A graceful and worthy shrub which is grown for its lovely, evergreen foliage. Six inch long, polished leaves are set on arching branches. The foliage is dark green and beautifully veined. Plants grow about 6 feet tall and do best in partial shade. Good cut foliage in bouquets.

Gal. \$1.25, 5-gal. \$4.00



CAPE MYRTLE

CAMELLIAS

A thoroughly satisfactory, long-lived shrub with shiny, evergreen foliage and some of the most lovely of all flowers. Camellias are hardy enough to stand any frosts we get in the Valley of the Sun, but they do need shade, either by planting on the north side of a building, or under trees. These are acid-loving plants, and when planting you should use generous quantities of peat moss, and at the same time provide for adequate drainage. We'll be glad to give you more information about their culture on request. Our stock includes pink, red, white and variegated varieties, with most kinds priced as follows:

Gal. \$2.75, 5-gal. \$7.50

CAPE MYRTLE

(*Lagerstroemia indica*) This shrub gets almost to tree size as it grows older, and a very pretty sight it is, from June on until late fall. The crepe-like brightly colored flowers are borne all over the shrub. This is a deciduous shrub, doing well in full sun. Several varieties available.

Gal. \$1.00, 5-gal. \$3.75

Sunny Arizona

COTONEASTER

We offer two of the best cotoneasters for use in the Valley of the Sun. Both are practically evergreen here; both are colorful.

Silver-leaf Cotoneaster (*pannosa*)—An attractive shrub all year around, with small, silvery gray-green leaves on arching branches enhanced by clusters of bright red berries during the winter. Grows 4 to 8 feet tall. Gal. 85c, 5-gal. \$3.50

Red Clusterberry (*parneyi*)—Larger, darker green leaves than the Silverleaf Cotoneaster, and larger red berries in the winter. Excellent for cut branches for winter berry-bouquets, since it holds the fruits well when cut. Gal. 85c, 5-gal. \$3.50

FLOWERING QUINCE

(*Cydonia japonica*) The bright flowers appear all over the bush in very early spring, ahead of the foliage. This is one of the most striking of the deciduous flowering shrubs, and it is now available in assorted colors. See illustration on page 8. Gal. \$1.00, 5-gal. \$3.75



CAMELLIA, CHANDLERI ELEGANS

EUONYMUS

(*Euonymus japonicus*) Fine hedge or specimen plants with evergreen foliage which can be pruned to any desired degree.

Green Euonymus—Rounded, glossy, evergreen leaves on a medium size, hardy, attractive shrub. Gal. 85c, 5-gal. \$3.50

Variegated Euonymus—Beautiful yellow and green mottled leaves, with a very sharp contrast between the dark green and bright yellow leaf areas. Fine hedge shrub. Gal. 85c, 5-gal. \$3.50

PINEAPPLE GUAVA

(*Feijoa sellowiana*) Now here is a shrub that has everything you could ask for. It is evergreen, with attractive, gray-green foliage. It grows rapidly to a tall, well-balanced bush. It has a host of beautiful waxy white flowers with brilliant red stamens in the spring. And to top it all off, this beautiful shrub bears a crop of delicious pineapple flavored fruits which may be made into a fine jelly. Ours is a special fruiting strain. Plant in shade or semi-shade for best results.

Gal. \$1.00, 5-gal. \$3.50



CAMELLIA, COLONEL FIREY

FLOWERING PEACHES

These large shrubs or small trees are among the most beautiful of all sights in nature when they are at their peak of bloom in the spring. Their blooms, like myriads of little double roses, appear in advance of the foliage, covering the trees with beauty. See the illustration on page 9. All the varieties listed below are available as bare-root stock during January and February, and all are priced at \$2.00 and up depending on size and variety.

Early Double Red

Peppermint Stick (variegated)

Early Double Pink

White

We also have available some of the exciting new flowering-fruiting strains which not only provide a wealth of beauty in the spring, but a bountiful crop of peaches in the summer as well.

GARDENIA

Mystery—This is the large-flowered variety used so often in corsages. Its fragrance is so sweet and distinctive that a single bush in bloom can perfume a whole garden. The shrub itself is evergreen, with shiny, dark green foliage, and grows only 2 to 4 feet tall. Plant where it will receive filtered shade, and give a good mixture of peat moss and sand to grow in. Gal. \$1.50, 5-gal. \$4.00 up

HIBISCUS

In the Valley of the Sun the Hawaiian hibiscus makes a phenomenal display of bright flowers all summer long, right through the hottest weather. This gaudy flowering shrub is tender to frost and will frequently freeze back to the ground. If the frost is severe enough it will sometimes be killed entirely. This should not discourage planting, however, since even a single season's flowers are well worth the price of the plant—just as are any of our annual flowers. Plant in full sun and in your most protected southern exposure. All the varieties listed below: Gal. \$1.50 up, 5-gal. \$4.00 up

Agnes Gault—Showy, shrimp-pink single flowers. Largest pink.

Brilliant—Vivid, crimson-red single flowers. Profuse.

Crown of Bohemia—Large, double gold and orange. Popular.

Kona—Double, shrimp-pink flowers. Beautiful foliage.

Mimosa—Small, exceedingly brilliant, fringed red flowers.

Red Monarch—Huge, double flowers of deep crimson.

Single Yellow—Very bright, single yellow flowers.

White Wings—Single, white flowers with carmine throat.

LAGUNARIA

(*Lagunaria patersoni*) An evergreen large shrub or small tree, growing to about 15 feet in our region. This native of the South Sea Islands has exotic, hibiscus-like flowers of pale rose-pink, about 2 inches across, covering the tree in the spring. The erect, slender plant is a model of grace and beauty, with gray-green foliage in dense growth. May be planted in full sun or filtered shade, and does equally well in either situation. Sometimes called the Sugar Plum Tree. Gal. 90c, 5-gal. \$3.50

COME IN AND WANDER AROUND OUR NURSERY. YOU'LL FIND MANY THINGS NOT LISTED HERE



WAX-LEAF PRIVET



FLOWERING QUINCE

LANTANA

Everybody knows and loves the bright cheerfulness of lantana. It is easy to grow in almost any situation so long as there is plenty of sunlight, and it is free of disease or insect problems. The growth is improved by very severe pruning at the end of the season. Very rapid growth rate. Both dwarf and tall types. Gal. 75c

Orange-Red

Pink

Yellow

Trailing Lantana (*sellowiana*)—This type has lavender flowers, and is wonderful for ground cover. Seems to be perpetually in bloom. Very rapid growth. Gal. 75c

PRIVET

Used both for specimen plants and for tall, useful hedges, the privets are evergreen, hardy, quick growing, and stand shearing well.

Japanese Privet (*Ligustrum japonicum*)—For tall or medium tall hedges or screens. Rather large, dark green leaves. Very fast growing. We have plants in flats for hedge planting, as well as these larger sizes. Gal. 75c, 5-gal. \$3.00

Wax-Leaf Privet (*Ligustrum texanum*)—Very shiny, thick, waxy leaves of dark green. Makes an excellent trimmed specimen plant or a very fancy medium sized hedge. Gal. 90c, 5-gal. \$3.75

LILAC

Old-Fashioned Lilac (*Syringa vulgaris*)—This is the kind most commonly grown in the North and East. It makes a large, upright shrub with dark green foliage and fragrant clusters of light blue flowers in the spring. The colder the winter the better the flowers. Gal. \$1.00 up

Cutleaf Persian Lilac (*Syringia persica*)—Reliable producer of fragrant lavender-lilac flowers in the spring. The shrub is deciduous like the common lilac, but the foliage is made up of most attractive, finely cut, light green, distinctive leaves. 6 feet tall. Gal. \$1.00, 5-gal. \$3.50

MYRTLE

One of the finest of hedge plants, but also used as single specimens, myrtle has fragrant white flowers and glossy, bright green, small leaves.

True Myrtle (*Myrtus communis*)—A neat shrub which may be held to as little as 2 feet or allowed to grow up to 8 feet in height, depending on the amount of pruning. Dark blue berries. Gal. 80c, 5-gal. \$3.25

Dwarf Myrtle (*Myrtus communis compacta*)—A much smaller plant, very slow growing, compact, and evergreen. Makes a small, perfectly rounded bush even without shearing, or can be trimmed into a beautiful, low-growing, shiny green hedge. 1 to 3 feet tall. Gal. 80c, 5-gal. \$3.25

NANDINA

Heavenly Bamboo (*Nandina domestica*)—Moderate sized shrub of erect growth with finely cut, light green foliage in summer turning bronzy red in the winter. White flowers; bright crimson berries. Gal. 90c, 5-gal. \$3.75



GARDENIA, MYSTERY

OLEANDER

(*Nerium oleander*) Newcomers to the Valley of the Sun are always amazed at our wonderful oleanders, for we do grow the finest in the country, right here in sunny Arizona. Plants make good single specimens, marvelous tall hedges, and first-rate screens. They are evergreen, and in bloom from early summer right through until fall. Colors available include white, pink, and cherry red. Plant in full sun. Gal. 45c

PAMPAS GRASS

(*Cortaderia selloana*) Tall plumes of feathery white rise above a dense clump of long, grass-like leaves. These spectacular plumes appear in late summer and continue to lend their stately grace to the landscape until well into the winter. May be cut for indoor decoration. Gal. 90c, 5-gal. \$3.50

BLUE PLUMBAGO

(*Plumbago capensis*) A fine, versatile shrub that is in bloom all summer and fall, providing that touch of clear, bright blue so often lacking in the garden. May be pruned to hold it as a compact shrub, allowed to trail over a wall or become a ground cover, or if it is planted near other shrubs it will grow up through them as a vine. Gal. 90c, 5-gal. \$3.50

PHOTINIA or ARIZONA HOLLY

(*Photinia serrulata*) One of the most attractive, holly-like shrubs you can grow, with dark green, stiff, sharply serrated leaves and a formal, aristocratic appearance. Shrub grows to 12 feet tall, and the leaves turn to a beautiful bronzy red in the winter. New growth, also, has a delightful reddish cast. Red berries at Christmas time. Gal. \$1.00, 5-gal. \$4.00

PITTOSPORUM

The best species for this region (tobira) is available in two forms, as offered here. Both are reliably hardy, and both are fine foliage plants.

Green Pittosporum—Thick, leathery, dark green leaves in whorls at the end of each stem. Plants are well-branched, lend themselves to heavy pruning, which makes the growth even more dense. The plant is evergreen, and at its best 365 days out of the year. Inconspicuous, but very fragrant white flowers in the spring. May grow up to 6 feet or more, or kept sheared at 3 feet. Highly recommended. Gal. 85c, 5-gal. \$3.50

Variegated Pittosporum—The same good characteristics as the green form, except that the plants are more dwarf in growth, and the leaves themselves somewhat smaller. Green and white variegations. Gal. 85c, 5-gal. \$3.50



FLOWERING PEACH



HIBISCUS



TEXAS SILVER BUSH

POINSETTIA

Henrietta Ecke—The finest of the double flowering poinsettias, and a blaze of brilliant red for you at Christmas time. Plant on the south side of your home where it will receive full sun. Cut back to 1 foot above ground after flowering. Gal. \$1.25

POMEGRANATE

Dwarf Flowering Pomegranate (*Punica granatum nana*)—Bushy, deciduous shrub with bright orange-red, single flowers, followed by many ornamental red fruits. Perfectly hardy. Gal. 90c, 5-gal. \$3.50

PYRACANTHA or FIRETHORN

Red Berried Pyracantha—Hard to equal for general utility and real beauty. Bushes may be pruned to hedge form (and they make a nearly impenetrable thorny hedge) or placed in a position of prominence as solitary specimens. They also make good espaliers against a wall. The shrub has good, evergreen foliage, and a mass of lacy white flowers in the spring, but of course its crowning glory is the incredibly heavy crop of red berries it holds all winter long. See illustration below. Gal. \$1.50 up, 5-gal. \$3.50 up

TEXAS SILVER BUSH

(*Leucophyllum texanum*) In recent years this has become one of the most popular shrubs in the Valley of the Sun. Its popularity is deserved, for it is a beautiful and hardy plant. The leaves are of a grand silvery gray shade, and the neat bushes remain in perfect condition the year around. Extremely drouth and heat resistant. Flowers at irregular and frequent intervals, producing bell-shaped, orchid pink blooms. Really fine. Gal. 90c, 5-gal. \$3.50

VIBURNUM

Well-known, rather large-leaved evergreen shrubs which have a variety of uses, which accounts for their popularity.

Viburnum suspensum—This species, in addition to other virtues, has very fragrant flowers. They are white, borne in clusters, and followed by black berries. Bushy, medium-sized plants and dark green leaves. Gal. 90c, 5-gal. \$3.50

Viburnum laurustinus—Dark green foliage, densely placed on a medium-sized plant. Masses of white to pinkish flowers in the spring, followed by black berries. Makes a fine background, or a good, thick hedge, or an admirable specimen plant. See the illustration below. Gal. 90c, 5-gal. \$3.50

VITEX or CHASTE TREE

(*Vitex agnus-castus*) Showy flower spikes of lavender-blue flowers, produced freely during the midsummer season when color is needed in the garden. This shrub normally grows from 6 to 9 feet tall, but some specimens reach a much greater size. Very dark green leaves, gray on the under side. Gal. 90c

XYLOSMA

(*Xylosma senticosus*) An excellent foliage plant, with light green, extremely glossy leaves. May be used as a ground cover, trimmed as a low shrub or espaliered on a wall. New growth shows an attractive reddish margin. Always light and airy, it makes a good contrast with the heavier, darker and more somber greens. Plant in full sun. Hardy and evergreen. Gal. \$1.00, 5-gal. \$4.00

And Besides...

To tell the truth we don't have near enough room in this catalog to tell you about all the things we carry to make gardening easier and more fun for you. We'll just mention a few of the other things here to give you an idea of what else you'll find when you come to visit us.

Bedding plants (annual and perennial)

House plants—for your indoor gardening

Tools, insecticides, fertilizers, hormones
(and just plain gadgets, too)

But the thing we have that just can't be described, and that is free to you because we're friends, is service and information to the full extent of our experience. It's yours for the asking.



PYRACANTHA or FIRETHORN



VIBURNUM LAURESTINUS

Fruits, Nuts and Berries

For some unknown reason people find it hard to believe that something beautiful can also be useful, or that something useful can be a delight to the eye. But consider these fruits: a plum tree in full bloom, a cloud of white blossoms against the sky . . . a citrus tree loaded with bright fruits like Christmas tree ornaments for months on end . . . the incredible sweetness of orange blossoms . . . the cool shade of an arbor covered with grape vines. All these things are beautiful, and they are every one of them the bearers of fine and useful fruit.

APPLES—We handle only successful mild climate varieties.

APRICOTS—Lots of fruit on a small tree. Easy to grow.

CHERRIES—A "chancy" crop in the Valley of the Sun.

FIGS—Big, sweet figs—a real fresh-fruit treat.

NECTARINES—Like small, fuzzless peaches. Delicious.

PEACHES—Several different varieties available.

PEARS—Make a nice shade tree, too.

PERSIMMONS—The best of the Japanese types.

PLUMS—Big, sweet, mild-climate varieties. Prolific.

POMEGRANATES—A colorful shrub plus attractive fruits.

BERRIES—Just a few plants supply a whole family.

GRAPES—A number of superb varieties to choose from.

CITRUS FRUITS—Lemons, oranges, and other types.

NUT TREES—Some are marvelous shade trees, too.



ELBERTA
PEACH



ROYAL APRICOT



CARDINAL
GRAPE



SANTA
ROSA
PLUM



BOUGAINVILLEA

VINES

BOSTON IVY

(*Ampelopsis tricuspidata*) This well known deciduous vine clings readily to almost any surface, grows rapidly, and covers an entire wall in a short time. The leaves are medium-sized, green during the summer, turning to crimson in the fall. Even in the winter after the leaves have fallen the delicate tracery of the vines makes a pleasing pattern. Very hardy.
Gal. 90c, 5-gal. \$3.50

QUEEN'S WREATH or MOUNTAIN ROSE

(*Antigonon leptopus*) An extremely rapid growing perennial vine which climbs by means of tendrils to a height of 20 feet or more in a single season. Produces great masses of rosy pink flowers. This plant dies back to the ground each winter but comes up stronger than ever in the spring.
Gal. 90c

BOUGAINVILLEA

No plant you can grow produces such a constant and dazzling display of bloom as bougainvilleas. The colors are so bright they catch the eye from great distances, and the exhibition of prolificacy put on by an established plant makes everything else pale into insignificance. Bougainvilleas are tender to frost and should be planted in a protected, southern exposure in full sun. Plants are evergreen, of course.
Gal. \$1.50, 5-gal. \$4.00

FIG VINE

(*Ficus repens*) If what you want is a refined, neat, dense, small-leaved, dark green, evergreen vine for brick or masonry and you are willing to wait a little longer than for some other vines, this is the one for you. The creeping fig is slow growing, but it is hardy and exceedingly attractive. Eventually covers a considerable area.
Gal. 90c

HONEYSUCKLE

Hall's Honeysuckle (*Lonicera halliana*)—An old favorite variety often used as a ground cover. Dark green, evergreen foliage, with fragrant white flowers changing to yellow as they mature. This vine is extremely hardy and is indifferent as to soil and weather.
Gal. 90c, 5-gal. \$3.50

Trumpet Honeysuckle (*Lonicera magnifica*)—The flowers of this variety are larger and more colorful than Hall's, being orange-scarlet on the outside of the petals, and lined with gold. Fragrant. Nearly evergreen.
Gal. 90c, 5-gal. \$3.50

IVY

English Ivy (*Hedera helix*)—This familiar, shiny-leaved dark green ivy is very hardy and shade tolerant. Makes a fine ground cover under trees where grass won't grow, and is green the year around. The leaves are thick, and grow about 3 to 4 inches across.
Gal. \$1.00, 5-gal. \$3.50

Algerian Ivy (*Hedera canariensis*)—Much larger leaved and a good deal more rampant in growth than English Ivy, this species has leaves about 6 inches across. Often trained on porch posts or fences. We have this ivy in two distinct forms, green or variegated white and green. Either kind:
Gal. \$1.00

JASMINE

Spanish Jasmine (*Jasminum grandiflorum*)—Rapid growing, twining vine with dark green foliage and clusters of white flowers. Does a good job of covering a fence, or may be pruned to shrub form. The outstanding characteristic is its intense fragrance.
Gal. \$1.00

Primrose Jasmine (*Jasminum primulinum*)—Winter blooming vine with rich green stems and leaves and bright, light yellow double flowers. Very vigorous and strong growing, more of a trailer than a climber, and may also be allowed to grow as a shrub.
Gal. 90c, 5-gal. \$3.50

Star Jasmine (*Rhynchospermum jasminoides*)—Deep green, leathery foliage on a strong growing vine, either in sun or partial shade. The flowers are five-petaled little white stars, and are intensely fragrant. It is evergreen.
Gal. \$1.25, 5-gal. \$4.00

TRUMPET VINE

A number of plants go under the name of Trumpet Vine, and some of them have other names of quite different character. The following three kinds are the most often planted in this region. Two are deciduous, one is evergreen.

Cape Honeysuckle (*Tecoma capensis*)—Free growing, with small, round, glossy evergreen leaves. Blooms are trumpet shaped and orange-red in color. They appear steadily for 8 months of the year. This is a very hardy plant so far as heat and drouth are concerned; may be grown as a shrub, too.
Gal. 90c, 5-gal. \$3.50

Trumpet Creeper (*Tecoma grandiflora*)—Great clusters of very large, brilliant orange trumpet shaped flowers borne steadily for months in the spring and summer. A fast growing vine with large, deeply cut, deciduous leaves. Perfectly hardy anywhere.
Gal. \$1.50, 5-gal. \$4.00

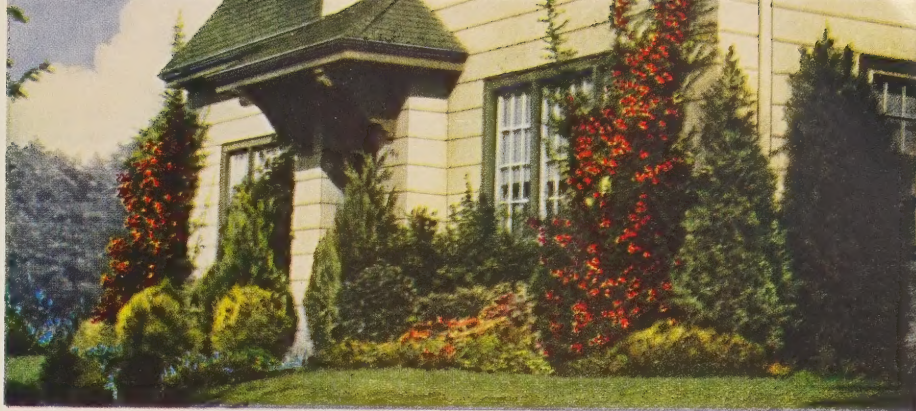
Wall Trumpet Vine or Cat's Claw (*Bignonia tweediana*)—Deciduous vine that is a very good climber, clinging well to brick, concrete or plaster. Flowers form a huge yellow trumpet 3 inches long and 4 inches across. Plant either in full sun or partial shade. Flowers appear in the spring. This plant is perfectly hardy anywhere in the Valley of the Sun.
Gal. 90c

WISTERIA

(*Wisteria sinensis*) Never-failing vine that lives to very ancient age and may eventually cover a great area (actually acres) if desired, although they may be held to any desired size. Giant clusters of fragrant blue flowers appear in the spring in advance of the leaves. Plants generally begin blooming the second year, continuing to grow more beautiful each season. Perfectly hardy in sun or shade. We sell only grafted plants.
Gal. \$1.25, 5-gal. \$4.00 up

QUEEN'S
WREATH





How to Plant Canned and Balled TREES and SHRUBS



When plants are in CANS, they may be removed by cutting down two sides of the can with tin snips or chisel and pulling the sides apart so that the can comes off easily. Handle so as not to break open the ball of earth.

Pots may be removed by the following method: Place four fingers against the surface of the soil, invert the spot, tap lightly against something solid and out come the contents in your hand in one solid piece. The soil in the container should be fairly moist so that it will hold together and care should be used to keep all the earth possible on the roots.

For plants in gallons and 6-inch pots, dig a hole approximately 15 inches by 15 inches. For plants in 5-gallon or 9-inch pots, dig a hole approximately 24 by 24 inches.

In all cases, plants should be planted in the ground at about the same level as they were in the container. After the hole is partially filled, use water generously before

filling the hole with top soil so that the water will settle the soil around the plants and eliminate all air pockets.

BALLED PLANTS should be handled by lifting the ball and not the top. Dig a hole large enough to hold ball and permit firming the earth around it. Place plant with top of ball even with the surface of the ground. Do not remove burlap. Fill in about $\frac{1}{3}$ with soil, then cut top string and fold back corners of burlap. Fill the hole with water and, when soaked in, throw in the remainder of the soil. Firm the soil well, leave a 3 to 4 inch basin and fill again with water. Water again to assure thorough soaking of the ball. Do not rely on sprinklers or sprinkling systems to do this until plant is well established.

Never place fertilizer in the hole when planting. Small quantities of fertilizer may be applied when plants are thoroughly established and growing.

How to Plant ROSES

The two most important factors in rose growing are buying top grade plants, and proper planting.

Roses prefer an open area, free of tree and shrub roots, where they get half a day or more of sun, preferably morning sun. Keep roots moist and covered when planting.

Most any well drained soil, not too acid or alkaline can be made into good rose soil. Prepare the holes for planting well in advance. Dig holes 2 feet deep and 18 inches across. Add to surface soil 10% peat. Mix well. When planting re-dig holes, build a cone-shaped mound in the center, spread roots over cone; bud union (bulge on understock where top is budded on the stock)

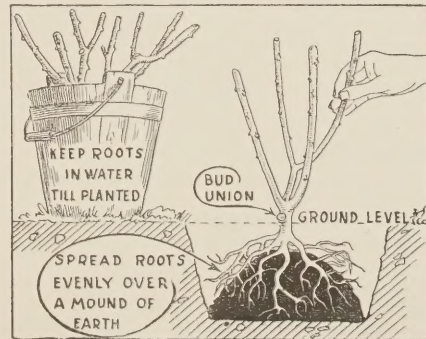
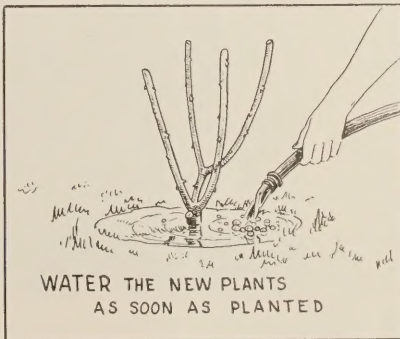
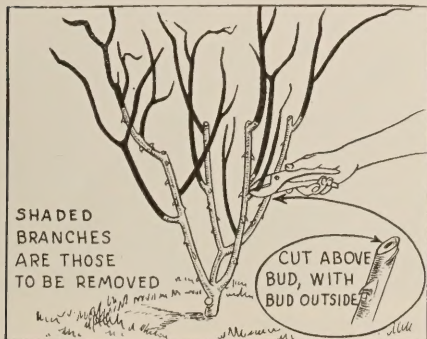
slightly above the level of the ground. Fill in, firming with feet; water thoroughly.

Roses are heavy feeders. Fertilize from mid-March to mid-September, using $\frac{1}{2}$ cup of a well-balanced fertilizer per plant. Dig a trench about plant, fill with water. When water settles place fertilizer in trench, fill with water again and cover after water has settled. After first application of commercial fertilizer a mulch of well-rotted manure may be applied.

Roses require plenty of water. Keep beds moist at all times. Frequency depends on soil, from once or twice a week in sandy soil, to once in two weeks in heavy soil. Allow water to run slowly and soak deeply.

Late January is the best time for pruning bush roses. As much as possible cut out the old wood and shorten back the new growth about $\frac{1}{2}$ of last year's growth. Cut out twiggy growth and cross branches. When cutting blooms leave 3 or 4 leaves with the top one pointing in the direction you wish the new growth to go.

PRUNING CLIMBING ROSES. For the first two years after planting do not prune climbing roses. From third year on cut back all new growth $\frac{1}{3}$ right after the flowering period. Climbers which bloom once a year bloom on wood produced the previous year. Prune these right after flowering to allow a good growth for next year's flowers.





ARIZONA ASH

Deciduous TREES

ARIZONA ASH

(*Fraxinus velutina*) A fast growing, clean, relatively disease and insect free tree ideally suited to Arizona since it is a native of the state. Stands alkaline soil, drouth and heat. Makes very fine shade. The tree illustrated is just 7 years old. Reaches 30 feet.

Bare root, 6-8 ft. \$3.00; 8-10 ft. \$3.50

FRUITLESS MULBERRY

Kingan Mulberry (*Morus kingan*)—Generally accepted as the finest shade tree for the Valley of the Sun, and with very good reason. It grows rapidly, provides a dense shade with its large, closely set bright green leaves, and is almost never attacked by diseases or insect pests. Very long-lived, it reaches a height of 40 feet and is wide spreading too. Very uniform, rounded appearance.

Bare root, 6-8 ft. \$3.50; 8-10 ft. \$4.50

CHINESE ELM

(*Ulmus pumila*) A very fast growing tree which is often planted for quick shade. It is rugged and thrives in any weather or soil, but is subject to disease here.

Bare root, 6-8 ft. \$2.50; 8-10 ft. \$3.50; 10-12 ft. \$5.00

TEXAS UMBRELLA TREE

(*Melia azedarach umbraculiformis*) Another of the fast growing deciduous trees which has found favor here because it thrives in our soil and climate, provides a very dense shade, and has an attractive appearance. The tree looks for all the world like an umbrella in shape.

Bare root, 6-8 ft. \$3.00; 8-10 ft. \$4.50

WEeping WILLOW

(*Salix elegantissima*) A familiar and lovely tree, well represented in all parts of the country. The Weeping Willow does well in the Valley of the Sun, too, reaching a height of 40 feet and lending grace to any scene with its long, sweeping, pendulous branches. Although it lives many years, it is a rapid growing tree, and it is not particular as to soil or location.

Bare root, 8-10 ft. \$4.00

Coniferous EVERGREENS

ARBORVITAE

Berckman's Dwarf Golden (*Thuja orientalis aurea nana*)—Dwarf semi-globular and very compact little tree seldom growing over 6 feet tall. This fine strain has that green-gold color on the new growth. Hardy.

Gal. \$1.25, larger sizes \$3.50 up

Dwarf Green (*Thuja orientalis compacta*)—This variety is the same in size and description as the one described above except that it is bright green.

Gal. \$1.25, larger sizes \$3.50 up

Pyramidal (*Thuja orientalis pyramidalis*)—Tall, narrow, compact, pyramidal shaped trees with rich green foliage. Ultimate height 15 to 20 feet.

Gal. \$1.25, larger sizes \$3.50 up

CYPRESS

Arizona Cypress (*Cupressus arizonica*)—A rapid growing, trouble-free tree with attractive blue-gray foliage. Trees grow 18 to 25 feet tall and about 10 feet wide, making good single specimens or very fine windbreaks when planted in a row. Grows almost anywhere; immune to heat and drouth.

Gal. \$1.00, larger sizes \$4.00

Italian Cypress (*Cupressus sempervirens*)—Remarkably tall and slender, reaching 20 feet in height while only 3 feet wide. Wonderful tall accent plant.

Gal. \$1.25, larger sizes \$3.50 up

JUNIPER

Pfitzers Juniper (*Juniperus pfitzeriana*)—Low, spreading, soft green plants, ideal for foundation planting. Stands crowding and grows in sun or shade.

Gal. \$1.25, larger sizes \$4.00

Tamarix Juniper (*Juniperus tamariscifolia*)—Very low growing, about 10 to 12 inches high. Wonderful ground cover or foreground shrub.

Gal. \$1.25, larger sizes \$4.00

PINE

Aleppo Pine (*Pinus halepensis*)—Very rapid growing pine. Dense, spreading and with short needles. Stands incredible amounts of heat and drouth.

Gal. \$1.00, larger sizes \$3.75



KINGAN MULBERRY

Broad-Leaved EVERGREENS

ACACIA

(*Acacia floribunda*) A fast growing, medium sized tree making a rounded head of light green foliage. Long, narrow leaves and a steady supply of creamy yellow flowers all summer long and with occasional bloom all year. 5-gal. \$3.50

BOTTLE TREE

(*Sterculia diversifolia*) This 25-foot tree is named for the unusual bottle-shape bulge in the lower part of its trunk. It is a good evergreen street tree because it does not break pavement with its roots. Mossy green bark. 5-gal. \$3.50

CAROB TREE

(*Ceratonia siliqua*) Sometimes called St. John's bread, this dense, round headed tree is uniformly green and well clothed the year around. It is well adapted to the Valley of the Sun, needs little water, and is perfectly hardy. The seed pods are edible and have been used for centuries. 5-gal. \$3.50 up

EUCALYPTUS

Red Gum (*Eucalyptus rostrata*)—A rapid growing tree with long, narrow leaves. Becomes very tall, and makes good timber. Resists heat, cold, drouth and alkali. The bark is deciduous, with the new layer an attractive white. 5-gal. \$3.50

Desert Gum (*Eucalyptus rudis*)—As the name implies, this is a desert tree, standing desert rigors of heat and drouth. It does need rather sandy soil. Fast growing, erect, with gray bark and rounded leaves. 5-gal. \$3.50

Red Flowering Gum (*Eucalyptus torquata*)—This is the best flowering eucalyptus for the Valley of the Sun, with brick red flowers to delight the eye from January through April. Grayish green leaves; slender, graceful growth. 5-gal. \$3.50

SILK OAK

(*Grevillea robusta*) Tall, impressive, columnar tree with fern-like dark green leaves and masses of bright orange-yellow flowers in the spring. Well adapted here, is hardy, and heat and drouth resistant. A beautiful specimen tree. 5-gal. \$3.50

OLIVE

(*Olea europaea*) Beautiful silvery foliage, and picturesque, gnarled trunks and branches, olives seem actually to thrive on neglect. They reach great age without exceeding 25 feet in height, and lend that perfect touch to any landscape scene. This is an instance of combining beauty and utility, because a good crop of olives is valuable and useful as well as handsome. 5-gal. \$3.50 up



BERCKMAN'S DWARF GOLDEN ARBORVITAE

PALO VERDE or PARKINSONIA

(*Parkinsonia aculeata*) The domestic form of our wild Palo Verde tree, and one of the unique natives of Arizona. Its bright green trunk, limbs and twigs are a startling and graceful sight. The tree is without leaves a good part of the year, but it remains green and attractive all the time. Yellow flowers appear in abundance in the summer, and occasionally at other seasons. Stands any amount of heat or drouth. Thorny. 5-gal. \$3.50

PEPPER TREE

(*Schinus molle*) Medium to large trees with graceful, weeping, lacy foliage and gnarled, picturesque trunks. One of the hardiest of trees, it will stand lots of heat and drouth. Pendulous clusters of red berries in the fall on female trees. 5-gal. \$3.50 up

PALMS

One of the distinguishing characteristics of the Valley of the Sun, particularly for those who visit us from the North and East, is our population of palm trees. These are exotic and fascinating to visitors, and give us that extra something which sets us apart from less favored regions. So don't neglect the palms; they can lend enchantment to your landscape scene.

Ornamental Date Palm (*Phoenix canariensis*)—This is the largest and most impressive variety we grow. It is hardy and free from disease. The leaflets extend from the sides of long, arching midribs. Loves heat and lots of water. Gal. \$1.00, 5-gal. \$3.50 up

Fan Palm (*Washingtonia robusta*)—Fan leaf type, with the leaflets radiating from a common center. This tree grows slender and very tall, often reaching 100 feet in height. Stands extremes of heat, cold, drouth and alkali, but like all palms it appreciates plenty of water and grows better when it is provided. An exceptionally fine and impressive street tree. Gal. \$1.00, 5-gal. \$3.50 up

OUR GUARANTEE

We guarantee all our nursery stock to be true to name, and every plant to be alive when it reaches your hands. If you are not pleased with the appearance of the stock, return it to us at once, before planting, and we will replace it or refund your money.

However, after the plants leave our nursery, weather, soil and care govern their life and condition; therefore, we will not be responsible for the continued life of the plant, or for the crop. Our liability, in all instances, is limited to the purchase price of the nursery stock.



PFITZERS JUNIPER

PRICES IN THIS CATALOG ARE SUBJECT TO CHANGE WITHOUT NOTICE

SWEENEY, KRIST & DIMM, HORTICULTURAL PRINTERS, PORTLAND, OREGON



SIX BEAUTIFUL ROSES

for the
VALLEY
of the
SUN

Inside this catalog we have described seventy-two different varieties of roses, all adapted to this area, and every one of them lovely. But we selected these six old-timers for illustration here because they show a nice color range, and because they are good, reliable varieties that have stood the test of time.

TALISMAN

(Upper left) A grand old multi-color rose of yellow, orange and scarlet. It's fragrant, and it's a nation-wide favorite. We have both the bush and climbing types. Each \$1.25

PICTURE

(Upper right) If it's pretty as a Picture, then it's a beautiful rose, indeed! Lovely, velvety pink blooms with a warm salmon undertone. As fragrant as a rose should be, too! Each \$1.25

ETOILE DE HOLLANDE

(Center left) Deep, velvety, maroon red roses of great charm and immense fragrance. The kind of rose you have in mind when you say, "Red rose." Each \$1.25

PRESIDENT HOOVER

(Center right) Many colors follow each other during the life of each bloom, including yellow, cerise-pink, flame and scarlet. Big and fragrant. Each \$1.25

MRS. E. P. THOM

(Lower left) You couldn't ask for a better bright, strong, canary yellow rose. Lots of flowers, strongest in color in the spring and fall. Beautiful form. Each \$1.25

CHRISTOPHER STONE

(Lower right) Bright scarlet-crimson flowers of universal appeal, combined with an alluring fragrance no one can resist. Beautifully pointed buds. Prolific. Each \$1.25

It's Fun to Make a Garden in the Valley of the Sun!